



## **2<sup>nd</sup> QTR. 2008**

### **Station Campaigns**

#### **Kid Healthy – Steps for Healthy Living Diabetes & Obesity Campaign**

Over 60,000 4<sup>th</sup> and 5<sup>th</sup> grade students began participating in a rigorous step program, in which the students followed a regimen of exercise, nutrition and healthy living styles. The goals of the campaign were to educate and make students aware of eating habits, meal portions, and fitness and to have entities join forces to combat the obesity/diabetes type 2 epidemics. Produced Public Service Announcements with Jovana Lara and commercials for CVS/pharmacy with their Pharmacist spokesperson. All spots focused on healthy tips for parents and children to learn more about Diabetes and other health related issues.

#### **Autism Speaks “Walk Now for Autism”**

Produced and aired Public Service Announcements, with Phillip Palmer, promoting the Walk. ABC7 is a sponsor and we participated in the Walk, as well as manned a Booth. Phillip Palmer was the Master of Ceremonies and various other news talent participated at the Booth, including Dallas Raines, Michelle Tuzee, Marc Brown and Danny Romero.

#### **Asian Pacific-Islander American Heritage Month**

ABC7 was the Media Sponsor for the City of Los Angeles’ Asian Pacific-Islander American Heritage Month Celebration. We produced Public Service Announcements, and a special 7-Day Planner, promoting various Asian Pacific-Islander American Heritage Month events throughout the month of May, as well as participating in the “Opening and Closing Ceremonies”. Denise Dador was the Mistress of Ceremonies for the “Opening” and Rob Fukuzaki was the Mistress of Ceremonies for the “Closing”.

#### **The Entertainment Industry Foundation’s “Revlon Run Walk for Women”**

Produced and aired Public Service Announcements, with Michelle Tuzee and Ellen Leyva, promoting the Walk. ABC7 is a sponsor and we participated in the Walk, manned a Booth and sponsored a Water Station. Michelle Tuzee and Ellen Leyva participated in the Opening Ceremonies and Phillip Palmer, Garth Kemp and Kathy Vara cheered on the Walkers at the Water Station.

#### **ABCs of a Safe Summer**

This campaign features a unique safety partnership in which American Red Cross chapters, the City of Los Angeles, City and County Fire Departments, Departments of Parks and Recreation, the Los Angeles Department of Water and Power, and others in a five-county area team with ABC7 to keep families safe throughout the summer months. The campaign features events highlighting CPR and First Aid instruction, and water, fire and electrical safety. The “ABCs of a Safe Summer” also offers a series of “At-a-Glance” educational flyers. The “At-a-Glance” flyers serve as effective guides for emergency response and prevention. Various sets of PSA’s were produced and aired, featuring our Weather talent, Dallas Raines, Garth Kemp, Danny Romero and Indra Petersons promoting Heat, Water, CPR & First Aid Safety. We also produced commercials for First 5 LA, Memorial Care and Kraft and a special 7-Day Planner, promoting various ABCs of a Safe Summer events throughout the summer.

**Share Our Strength's "Taste of the Nation"**

Produced and aired Public Service Announcements, with Leslie Sykes, promoting the event, which raises money for agencies combating hunger in Los Angeles. ABC7 is the Media sponsor.

**ABC7 Listens – Community Forum**

Representatives from ABC7 Station Management, including the President and General Manager, Eyewitness News, Programming, Diversity Programs and Public Affairs, attended an open Community Forum in June, hosted by the Central San Pedro Neighborhood Council at Port of Los Angeles High School. Members of the community were invited to come and voice their opinions and concerns about the media and their community, as well as learn how the Station can help them access ABC7. David Ono was the Moderator.